

IMPACT AND VALUE ASSESSMENT

Report Title: Advertisement Control Planning Guidance

Where the Impact & Value Assessment has identified a likely impact in relation to the committee proposal, detailed evidence is provided below.

STRATEGIC IMPLICATIONS

Corporate Plan

Working in partnership with communities? - NO.

Tackling poverty? - NO.

Tackling climate change and supporting sustainable places? - YES.

Developing as resilient, stronger and greener local economy? - YES.

Enabling our children & young people to achieve their full potential? - NO.

Protecting and caring for our most vulnerable people? - NO.

Supporting and promoting physical and mental wellbeing? - YES.

Legal and Governance

Legal implications identified? - NO.

Governance implications identified? - NO.

RESOURCE IMPLICATIONS

Finance

Financial implications identified? - NO.

Workforce

Workforce implications identified? - NO.

Asset Management

Asset Management implications identified? - NO.

CONSULTATION AND COMMUNICATION

Consultation

Internal or external consultation? - YES.

Internal and external consultation undertaken. Internally, the draft guidance was circulated for comments prior to being published for external consultation. Views were sought from Development Management and Development Plans team. Once published for consultation this was shared with Transport Planning and Roads Network Management for feedback. The draft guidance was published externally on the Consultation Hub from 1-29th July.

The feedback questionnaire seeks input on the layout and information included, and provides opportunity for commenting on any changes thought to be required. Notice of the consultation was sent to the Development Plans team contacts and advertised on PKC's social media channels. As of 23rd July there have been 14 responses. When asked whether the layout and information in the Draft Advertisement Control Guidance (2025) is clear, 10 answered 'Yes', 3 'Somewhat' and 0 'No'.

Communications

Communications plan? - YES.

The document will be hosted on the PKC Website, mailed out to internal and external contacts, and advertised through PKC's social media.

POLICY CHECKLIST

This report represents a new policy or a change to an existing policy document.

Corporate Risk Assessment

Corporate risk implications identified? - NO.

Equality & Fairness Impact Assessment (EFIA)

Protected equality characteristics impact? - NO.

Human Rights impact? - NO IMPACT.

Inequalities of outcome caused by socio-economic disadvantage impact? - NO IMPACT.

Inequalities of outcome in relation to Communities of Place or Communities of Interest impact? - NO IMPACT.

Strategic Environmental Assessment (SEA)

A SEA screening assessment is indicated, and will be undertaken before this report is implemented.

Climate Change Impact Assessment

Business, Industry & Supply Chain impact? - YES.

Energy, Buildings & Infrastructure impact? - YES.

Minimise light pollution from illuminated advertisements by stipulating maximum luminance levels (day/night) and establishing curfew hours where illuminated advertisements must be switched off.

Land Use & Land-Use Change impact? - NO.

Transport & Connectivity impact? - NO.

Waste & the Circular Economy impact? - NO.

Climate Resilience & Engagement impact? - NO.

Child Rights & Wellbeing Impact Assessment

Impact based on the GIRFEC wellbeing indicators? - NO.

Sustainable Procurement & Supply Impact Assessment

Resource use and consumption impact? - NO.

Social wellbeing impact? - NO.

Environmental wellbeing impact? - NO.

Economic wellbeing impact? - NO.

7.4.7 Data Protection Impact Assessment (DPIA)

Impact related to personal data/information? - NO.